2015-16 College/University Flu Vaccination Challenge Kick Off Webinar - Part 2

September 15, 2015

Courtnay Londo, Stefanie DeVita MDHHS



OUTLINE

- Campaign update, press release, materials, data
- Alana's Foundation update, grant funding
- Michigan Care Improvement Registry (MCIR) demo
- Update from schools



CAMPAIGN RULES AND REGULATIONS OVERVIEW



CAMPAIGN RULES & REGULATIONS

- Distributed in August and reviewed in detail during July webinar
- Student self-report vaccination survey
- MCIR data
- Determining award winners
 - Overall challenge winners
 - Additional awards MCIR, innovative champion

www.michigan.gov/flu -> College & University Flu Vaccination Challenge

RULES AND REGULATIONS



2015-16 College/University Flu Vaccination Challenge: Rules and Regulations Au

August 2015

Challenge Overview

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institutions with the highest flu vaccination coverage percent (based on undergraduate student population) will be presented with a trophy from the Michigan Department of Health and Human Services (MDHHS) and Alana's Foundation.

Student Self-Report Vaccination Survey

The survey link for students to report their vaccination status is https://www.surveymonkey.com/r/CFC1516. Students will be asked to report school name, month or vaccination, place where flu vaccine was received, and age. No identifying information will be collected. Multiple responses can be submitted per computer (there will be no limit to responses per IP address) as it is recognized that students often use communal computers. Because no identifying information will be collected, MDHHS will be utilizing the "honor system."

Beyond collecting data, one of the purposes of the self-report vaccination survey is to raise awareness of flu vaccination among students and get students talking about flu vaccine. Therefore, college health centers are not permitted to enter data into the survey for the students. Student health centers should encourage all students vaccinated at their facility to take the challenge and can offer a computer on-site to take the survey. However, health center staff should not be filling out the survey for students.

The survey link will remain live through the last week of March. Flu vaccines given between August and the end of March will be counted. All four questions on the survey must be answered in order to be counted.



Three traveling Alana Yaksich Memorial Trophies will be given to the overall challenge winners for small, medium, and large-sized institutions.



For the most up-to-date announcements visit www.michigan.gov/flu and click on

College and University Flu Vaccination Challenge

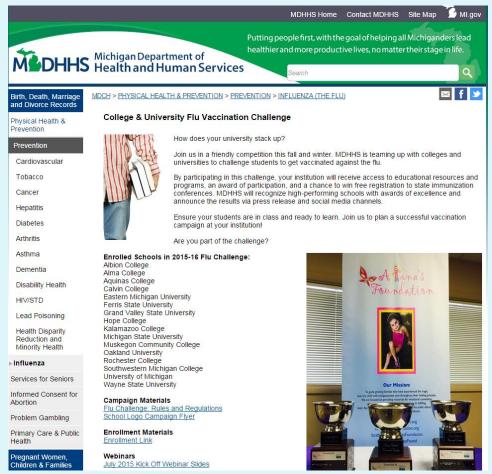




CHALLENGE PROMOTION



FLU CHALLENGE WEBSITE





www.michigan.gov/flu -> College & University Flu Vaccination Challenge

ELECTRONIC MATERIALS AVAILABLE



College and University Flu Vaccination Toolkit

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Health and Human Services (MDHHS) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendations for vaccination. You are in a unique position to help spread the word about recommended vaccines for college-age students, and MDHHS would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are very low — only 10.8% during the 2014-15 flu season.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDHHS would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtnay Londo, Adolescent and Adult Immunization Coordinator, at londocs@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at dewitass@michigan.gov.

ARE YOU PART OF THE CHALLENGE?

Join us in a friendly competition this fall. MDHHS and Alana's Foundation are teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in the accisation Challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Find out more at www.michigan.gov/flu (click on "College and University Flu Vax Challenge").

"Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice.
Adult immunization coverage levels may be under-represented in MCIR due to lack of reporting.



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FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtnay Londo at londoci@michigan.gov





www.michigan.gov/flu -> College & University Flu Vaccination Challenge

Campaign **Promo Flyer**

Survey link & QR $code \rightarrow$

CAMPUS FLU

WHAT

How does your school stack up?
Let us know when you got your flu vaccine to help your school win the challenge!

HOW

www.surveymonkey.com/r/CFC1516

The survey should take less than 1 minute! Visit the link above or scan the OR code on your smartphone.



WHO

Albion College • Alma College • Aquinas Gollege • Galvin Gollege • Eastern Michigan University • Ferris State University • Grand Valley State University • Hope College • Kalamazoo College • Michigan State University • Muskegon Community College • Oakland University • Rochester College • Southwestern Michigan College • University of Michigan • Wayne State University





































CHALLENGE KICK-OFF ON SEPTEMBER 8



MDHHS Kicks Off Second Annual College Flu Vaccination Challenge

Contact: Jennifer Smith 517-241-2112

For Immediate Release: September 8, 2015

LANSING, Mich. - College students can study harder and do better when they're healthy, and an important part of wellness is getting an annual flu vaccination.

The second annual College and University Flu Vaccination Challenge is a partnership between the Michigan Department of Health and Human Services and enrolled schools during the 2015-16 flu season. The challenge began in the 2014-15 season as a friendly competition between schools to see which could get the highest flu vaccination coverage on their campus.

"Flu vaccination remains the single best way to prevent getting the flu, and MDHHS is encouraging all Michigan colleges and universities to support flu vaccination among students. It can be a bit more fun when our campuses can challenge each other to exceed in this important public health effort," said Dr. Eden Wells, the department's chief medical executive. "Before the flu hits your campus, assess the needs of your students and strongly recommend the flu vaccine now and throughout the entire season."

College students have unique risk factors that make them more susceptible to getting sick, such as close contact in dormitories, classrooms, public transportation, parties, and sports events. But even healthy young adults can get influenza. According to Michigan Care Improvement Registry data, adults aged 18-24 years have the lowest flu vaccination coverage rate, only 10.8 percent during the 2014-15 flu season.

There are currently 15 schools enrolled in the 2015-16 College Flu Challenge. They are Albion College, Alma College, Aquinas College, Calvin College, Eastern Michigan University, Grand Valley State University, Hope College, Kalamazoo College, Michigan State University, Muskegon Community College, Oakland University, Rochester College, Southwestern Michigan College, University of Michigan, and Wayne State University.

Students from enrolled schools should self-report their flu vaccination via a short online survey at https://www.surveymonkey.com/r/cfc1516. This year's challenge runs from August 2015 through March 2016. The winning schools - one small, medium, and large - will be determined based on the student self-reported vaccinations and each school's undergraduate population.

MDHHS also continues to partner with Alana's Foundation for the College Flu Challenge. Alana's Foundation will award the winning schools with Alana Yaksich Memorial traveling trophies in Spring 2016.

For more information about the College Flu Challenge, visit the 2015-16 College Flu Challenge website at www.michigan.gov/flu





Michigan Department of Health and Human Services

September 10 at 8:00am - @

The second annual College and University Flu Vaccination Challenge is underway for the 2015-16 flu season. This is a friendly competition between schools to see which could get the highest flu vaccination coverage on their campus. The winning schools - one small, medium, and large – will be determined based on the student self-reported vaccinations and each school's undergraduate population. For more information about the Challenge, visit the 2015-16 College Flu Challenge website at www.michigan.gov/flu.



1 share



Hope Set to Defend Title in State Flu Vaccination Competition

Tuesday, September 08, 2015 1:59 p.m. EDT by Gary Stevens



The three Alana Yaksich Memorial Trophies in the Michigan College and University Flu Vaccination Challenge are displayed, with Hope College's trophy as the small college champion in the middle (Michigan State-large is to the left, Wayne State-middle is to the right). (photo courtesy Michigan Department of Health and Human Services)



Flu Vaccination Challenge begins

LANSING – College students can study harder and do better when they're healthy, and an important part of wellness is getting an annual flu vaccination. The second annual College and University Flu Vaccination Challenge is a partnership between the Michigan Department of Health and Human Services and enrolled schools during the 2015- 16 flu season.



Health Officials Work To Increase Flu Vaccine Rates With College Students



The Michigan Department of Health and Human Services is urging college students to get the flu vaccine as they head back to class. Spokesperson Angela Minicuci says that it's pitting 15 colleges in the state against each other in a challenge to see who has the highest vaccination rate by next spring.



Communications and Marketing Anibal House 2200 N. Squirrel Road Rochester, MI 48309-4401 (map) Fax: (248) 370-3182

Press: (248) 370-4346



From the Graham Health Center Director:

"This year's supply of flu vaccine has arrived in time for us to host a move-in flu clinic," said **Nancy Jansen, nurse practitioner,** and director of the Graham Health Center: "It's not too early, in fact it's a great time to stop by and get immunized. Getting a flu shot now will help our students stay ahead of the flu and have a healthy school year."

Walk-In Wednesdays:

In addition to the Move-In Flu Clinic, Graham Health Center will also be offering Walk-In Wednesdays beginning Wednesday, Sept. 9. The campus community can walk in from 8:30 to 11:30 a.m. or 2 to 4 p.m. to get the vaccine. No appointment necessary.

Why participate?:

Each year, many young adults in Michigan will get sick, miss class or even die from the flu. Last year, only about 10 percent of college age residents were vaccinated. Oakland University's leaders at the Graham Health Center know we can do better. A flu shot today may mean you don't have to visit the health center later this year.



SAMPLE FACEBOOK MESSAGES

- Healthy young adults CAN and DO get the flu each year! Get a flu vaccine today to stay healthy and help your school win Michigan's #mifluchallenge! Don't forget to fill out the survey at www.surveymonkey.com/r/CFC1516 when you do.
- Michigan colleges and universities are competing to beat the flu. Don't let your campus lose to the flu, get a flu vaccine today and when you do, make sure to snap a #mifluselfie!
- Did you get your flu vaccine yet? Show us your #mifluselfie and let's show @RIVALSCHOOL how protecting our campus is done! #mifluchallenge
- @SCHOOLNAME is participating in MDHHS' second annual #mifluchallenge! Did you get your flu vaccine yet? Tell us when you do and let's beat @RIVALSCHOOL!
- President NAME got their flu vaccine today! Now it's your turn, students. Are you up for the #mifluchallenge? Get your flu vaccine, post a #mifluselfie, and take the survey at www.surveymonkey.com/r/CFC1516 to help us beat our instate rivals! (post picture)



SAMPLE TWITTER MESSAGES

- Will your Michigan college win the #mifluchallenge? Let us know when you got your flu vaccine at https://www.surveymonkey.com/r/CFC1516!
- We're joining with MDHHS for the second annual #mifluchallenge. #MI college students, let's do this! Get your flu vaccine today!
- @SCHOOLNAME is participating in MDHHS' second annual #mifluchallenge! Did you get your flu vaccine yet? Tell us when and beat your rivals!
- Let's show @RIVALSCHOOL how we protect our fellow SCHOOLMASCOTs. Get your flu vaccine today!
- Hey, @RIVALSCHOOL. Check out our #mifluselfie!! #mifluchallenge (post picture)



PROGRESS UPDATE



ENROLLED SCHOOLS

- Small: Albion College, Alma College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Muskegon Community College, Rochester College, Southwestern MI College
- Medium: EMU, Ferris State University, Grand Valley State University, Oakland University, Wayne State University, WMU
- Large: MSU, U of M

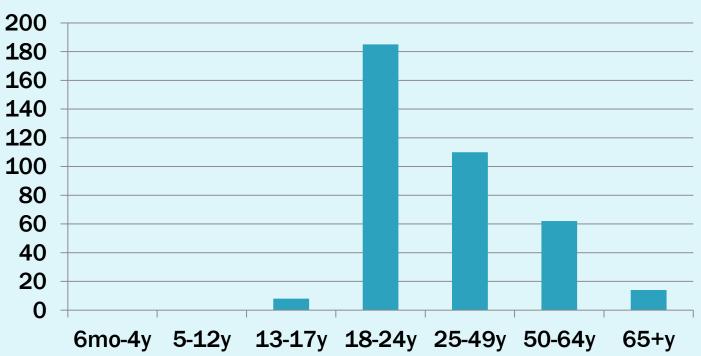




MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

379 flu doses administered by "College/University Clinic"

College/University Flu Doses by Age Group



Age range: 17-87 years, average age 32 years, median 24



MDHHS 2015-16 FLU HANDOUTS

www.michigan.gov/flu

Current Flu Season Vaccination Materials for HCP

Birth, Death, Marriage and Divorce Records

Physical Health &

Cardiovascular

Prevention

Prevention

Tobacco

Cancer

Hepatitis

Diabetes

Arthritis

Asthma

Dementia

HIV/STD

▶Influenza

Abortion

Health

Disability Health

Lead Poisoning

Health Disparity

Reduction and

Minority Health

Services for Seniors

Informed Consent for

Problem Gambling

Pregnant Women,

Children & Families

Behavioral Health &

Developmental

Disability

Primary Care & Public

MDCH > PHYSICAL HEALTH & PREVENTION > PREVENTION > INFLUENZA (THE FLU)

Materials for the Current Influenza Season



Flu Vaccine: For Everyone, Every Year

Recommendations for the 2015-16 influenza season:

- · Prevention and Control of Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices, United States, 2015-16 Influenza Season
- Recommended composition of influenza virus vaccines for use in the 2015-2016 northern hemisphere influenza season (World Health Organization) (2/26/15)

Services recommends that providers begin to offer influenza vaccination as soon as vaccine becomes available (typically in August) and continue to vaccinate until the vaccine expires (typically June 30). These recommendations align with the Centers for Disease Control and Prevention (CDC). For additional information, refer to:

http://www.cdc.gov/flu/professionals/vaccination/vax-summary.htm Immunization Action Coalition; Ask the Experts:

- 2015-16 Pediatric and Adult Flu Webinar Q&A (9/10/15)
- IIV4 ID, IIV3 High Dose (8/21/15)

- Administering Influenza Vaccines (Intramuscular, Intranasal, and Intradermal) (8/17/15)
- Influenza Vaccine Screening Algorithm for Persons who Report Egg Allergy (8/11/15)
- The Importance of Tracking Immunizations in MCIR: A Focus on Pharmacies (7/31/14)
- Flu and Pregnancy Posters
- Got Flu Vaccine? Posters
- Remember to use Michigan versions of Vaccine Information Statements

What You Should Know for the 2015-16 Influenza Season (CDC)

MDHHS RECOMMENDATION FOR INFLUENZA IMMUNIZATION

For optimal protection throughout the flu season, the Michigan Department of Health and Human

- CDC Influenza Vaccination: A Summary for Clinicians:
 - http://www.immunize.org/askexperts/experts inf.asp

Influenza Vaccine Updates

- . A Quick Look at Inactivated Influenza Vaccines (trivalent and quadrivalent): IIV3, IIV4,
- A Quick Look at Live, Attenuated Influenza Vaccine, Quadrivalent (LAIV4) (8/21/15)
- Who Needs Two Doses of 2015-16 Seasonal Influenza Vaccine? (8/21/15)
- 2015-16 Seasonal Influenza Vaccines Presentation Chart (8/20/15)

- 2015-16 Influenza Vaccine Types with CVX and CPT Codes (8/3/15)
- 2015-16 VFC Influenza Vaccine (8/3/15)





Related Content

University Flu

Care Settings Clinical Laboratories

Workplace · Individuals and

Families

Community

Antivirals

Vaccinators

Vaccination Toolkit · Schools and Child

Businesses and the

 FAB Meeting Minutes FAB Agendas

· Flu Advisory Board

· Influenza Disease

· Influenza Reporting

Professionals

Personnel and

Influenza Vaccine

Influenza Vaccine

Vaccination Season

Information

· Extend the Flu

Influenza Vaccine

Strategies to Increase

Influenza Vaccination

Health Care

Rates

· Information for Health

College and

MOVING FORWARD



2015-16 TIMELINE

- September Challenge kick-off (press release/social media), distribute letters to school leadership, webinar
- October Newsletter
- November Webinar
- December National Influenza Vaccination Week, Newsletter
- January Webinar
- January-March Innovative champion activities
- February-March Newsletter
- April-May Webinar (April) recognize award winners for overall Challenge & additional awards, present trophies, 2015-16 Flu Challenge Evaluation

LET THE BEST VACCINATED SCHOOL WIN!

Small Albion College













Medium



FERRIS STATE UNIVERSITY



OAKLAND UNIVERSITY,





Large







ALANA'S FOUNDATION UPDATE JoAnna Yaksich



ALANA'S FOUNDATION PARTNERSHIP

- AF is available to:
 - Strategize on ways to make this campaign a success at your school
 - Travel to health fairs and other on-campus events, as schedules permit
- Contact info@alanasfoundation.org





VACCINE ASSISTANCE GRANTS



VACCINATION GRANT REQUESTS

FLU - HOME

If you are a **non-profit** or are a **college/university enrolled** in the Michigan Department of Health and Human Services **Flu Vaccination Challenge** and are in need of assistance in purchasing flu vaccine for use with underserved/underinsured populations, Alana's Foundation accepts grant requests from qualified applicants that meet our requirements.

To be considered for a grant, please submit a letter or brief stating your situation and/or need along with correct completed application.

Grant applications are accepted year round. Please keep in mind however, Alana's Foundation cannot meet every request and grants may be prioritized by need. Click below for link to appropriate grant application.

All grant request applications are kept confidential. Alana's Foundation reserves the right and the applicant hereby grants permission to share all information provided by the applicant to third-parties on an as-needed basis. (NOTE: Grants issued must be used or the Flu season in which they are applied.)

NON-PROFITS APPLICATION

COLLEGE/UNIVERSITY APPLICATION



VACCINE ASSISTANCE GRANT REQUIREMENTS

- Acknowledgement and recognition that vaccines were provided from Alana's Foundation in all press, promotions, signage, flyers, etc.
- Flu vaccine must be used on uninsured and underinsured students at no cost
- No administration fee can be assessed
- Must provide proof of vaccine purchase (receipt)
- Accountability of usage to be tracked by submitting copies of proof of vaccination form by March 1 of the following year
- Any buyback refunds received for unused vaccines must be returned to Alana's Foundation



MCIR DEMO: HL7 QUERY & SUBMISSION Therese Hoyle, MDHHS



CURRENT HL7 STATUS

- March 2012 production for HL7 2.51 VXU
- 28 EHR Vendors approved to send VXU's to MCIR
- Testing QBP 2.51
- Over 1700 provider sites including pharmacies and hospitals submitting immunizations through the HIE to MCIR

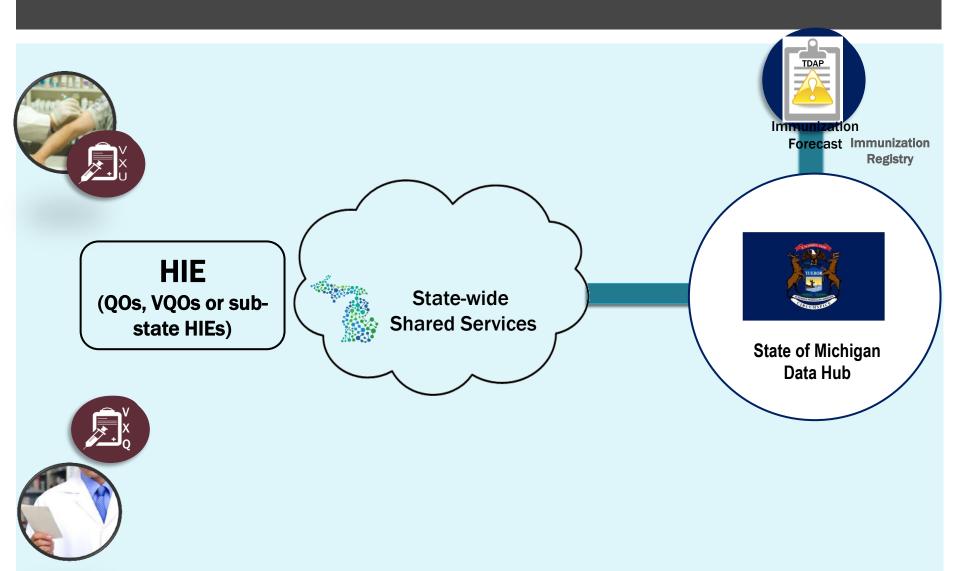


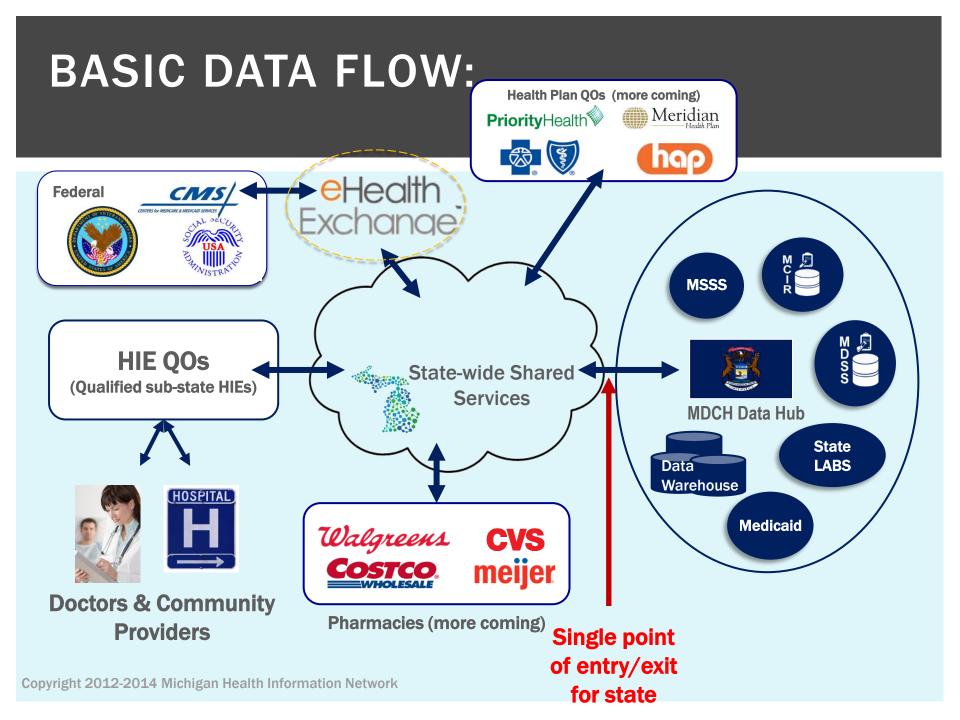
CURRENT ONBOARDING STATUS

- 2 full time staff to help with HL7 submissions
- 1 full time person to help with HL7 queries
- 300 sites in the que for onboarding



SUBMISSION AND QUERY



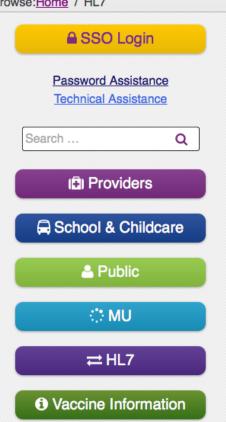




Improving Healthcare in Michigan

Home Providers School & Childcare Public Meaningful Use HL7 EXT Registration Contact

Browse:Home / HL7



HL7 Submission Information and References

- Approved MCIR HL7 EHR Vendors List
- HL7 Specification for Vaccine Messages Guide
- MCIR Provider Checklist for Achieving Meaningful Use (MU)
- MCIR HL7 Roles and Responsibility Information form
- MCIR Data Quality Assurance (DQA) Process
- MCIR Patient Search Flowchart for HL7 Transfer

MCIR HL7 Provider Site Training Tips Electronic System Summary Report (ESSR)

- Electronic Submission Summary Report (ESSR) Tip Sheet
- Non-VIM Site ESSR Sample
- VIM Site ESSR Sample
- VIM Non-Active Inventory ESSR Sample

MCIR Vaccine Codes (including US Licensed CVX, CPT-4, MVX and Historical)

- All Vaccine Codes (pdf format)
- Spreadsheet of Current Vaccine Codes (Editable xls format)
- 2015-16 Influenza Vaccine Types with CVX and CPT Codes (8/3/15)
- 2015-16 Seasonal Influenza Vaccines Presentation Chart (8/20/15)

Approved Health System-Adding Sites and EPs

- Adding Additional Eligible Professionals to the MCIR HL7 Transmission for Approved Health Systems
- Adding Additional Sites to the MCIR HL7 Transmission for Approved Health Systems

REGISTRATION

- Complete the registration at Michigan Public Health and Meaningful Use Testing Registration
- https://mimu.michiganhealthit.org
- Upon completion of the registration and validation by the MCIR staff, you will receive an email confirming registration and outlining the next steps in the process.



ONBOARDING

- 1. Review the MCIR Specification Guide.
- 1. Choose an HIE to transport the HL7 message.
- 1. Connect with the HIE and follow their testing process.



DATA QUALITY REVIEW

- Once a HIE is selected and connectivity is established, MCIR staff will work directly with you and/or EHR Vendor until you are approved to submit or query immunizations in MCIR.
- Before a go-live and training date can be set up, you must complete the MCIR Provider Site Responsibilities & Contact Information Form.



SUCCESSFUL HL7 REPORTING

The most important step is after you are sending vaccines to MCIR through HL7 it is very important to run the Electronic Submission Summary Report on a weekly basis to manage a high level of data quality reporting to MCIR.

Questions regarding the message format can be sent to: MCIRHELP (MU_MCIRHELP@mphi.org).



UPDATE FROM ENROLLED SCHOOLS



Questions?

Courtnay: LondoC1@michigan.gov

Stefanie: <u>DeVitaS1@michigan.gov</u>

